

5 Tips for Effective Employee Engagement

Leaders have a significant impact on employee engagement. They know how important it is to keep a team focused and productive by setting clear expectations. However, more importantly to create a high level of engagement a successful leader will understand what drives and motivates each individual team member. Here are 5 tips for effective employee engagement.

#1 – Coach and develop Leaders

One of the most common pitfalls which has a potentially high impact on employee engagement is not fully coaching newly appointed leaders. Whilst a high performing Sales Manager can be an asset to the company, a promotion to head up the sales team problems rapidly occur if they do not have the necessary skill set required to lead, motivate and understand what drives individuals within their team. Employees do not leave an organisation, they leave their manager.

#2 – Share information and numbers

Let your team in on what is going on within your organisation and how their role contributes to the company goals and objectives. When you keep your employees informed they tend to feel a greater sense of ownership, improving performance through transparency. Don't be reluctant to share challenges that may be facing the organisation – they may well find out anyway!

#3 – Encourage open communication

To obtain a clear picture of how employees are feeling in their role and the organisation. Encourage them to express their ideas, concerns and perspectives. You can get insight into what matters to employees and ideas they may have. Use anonymous surveys and suggestion boxes. Additionally, you may find that someone suggests a really good idea which improves engagement and performance.

#4 – Provide constant feedback on the positives

When people know what they're doing well, they'll keep doing it or even better, do more of it. Providing someone with recognition on what they're doing well can go a long way towards boosting morale and engagement. This doesn't mean you should not create accountability, it means that you value each team member by providing feedback on the positives as well as any challenges.

#5 – Share problem-solving/remove obstacles

When employees get the idea that their manager is the one who has to solve all the problems it removes their sense of empowerment and ultimately is likely to decrease engagement over time. Encourage team members to take responsibility and work through problems or issues in a collaborative manner. Create an environment which enables people to move forward in their work by committing appropriate resources and removing obstacles.

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